



MassDevelopment and the Massachusetts Downtown Initiative (MDI) at DHCD announce our third professional development workshop in the 2015-16 series on Downtown Upper Floor Utilization

Join us for a day-long workshop focusing on second floor uses in commercial districts. Susan Silberberg, principal of CivicMoxie, LLC, will explore the unique challenges of filling vacant, second floor spaces with active uses that contribute to vibrancy, support the bottom line for property owners, and contribute to long-term sustainability of commercial districts. The workshop will use a multi-pronged approach to meeting the challenges presented by second floor vacancies and will include an analysis of:

- 1) Atypical uses-complimentary uses, zoning challenges regarding uses, creating a brand, larger needs of community
- 2) Physical space characteristics-character of space, floor plates, building typology, relationship to public realm and other buildings, needs of typical uses
- 3) Regulatory constraints-signage, code requirements depending on % of value cost of improvements – challenges with upgrading, local licenses, parking regulations, zoning, building codes
- 4) Actors – property owners, recruiting uses (how to lure them and make the argument), the public, public safety officials

The workshop will also look at Historic and New Market Tax credit opportunities. The day will consist of short presentations and workshop breakouts that explore case studies. Breakouts will explore real issues and share challenges and possible solutions.

When: Wednesday, December 2, 2015

Time: 9:00 AM – 3:30 PM (Lunch will be provided)

Where: Lawrence, MA

Register: [HERE](#)

This workshop is free. Lunch will be served. Please register by November 27, 2015.

The TA Connect Workshop Series is targeted to community and economic development professionals throughout the state. The series will provide municipal staff with the practical tools they need to facilitate redevelopment and growth within their commercial business districts. The trainer-led workshops will be held at various locations throughout the state starting in October. Future workshop topics will be as follows:

- January – Design Basics/Storefront Improvement Programs/Creative Lighting of Downtown Spaces
- February – Complete Streets
- March – Downtown District Management
- April – Community Engagement Tools/Tactics
- May – Creative Economy
- June – Public Art

If you have questions regarding the workshop or future workshops please e-mail Emmy Hahn at elizabeth.hahn@state.ma.us or Tania Hartford at thartford@massdevelopment.com